

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for electronically displaying an on-demand listings guide, the method comprising:

streaming a user-selected on-demand episode over a video on demand (VOD) channel onto a substantially large portion of a display screen;

displaying an episodic series title and graphical indicia of the episodic series for the user-selected on-demand episode in a first user controllable window that overlays a substantially small portion of the display screen such that the streamed on-demand episode is still visible; and

displaying additional windows in the substantially small portion of the display screen that include textual and graphical indicia of additional episodic series related to the episodic series displayed in the first window such that the streamed on-demand episode is still visible, wherein the additional episodic series include favorite series.

2. (Canceled)

3. (Previously Presented) The method of claim 46 wherein displaying the on-demand listings guide includes magnifying one of the display windows.

4. (Canceled)

5. (Previously Presented) The method of claim 3 further comprising displaying a number of actuatable buttons in one of the display windows, at least one of the buttons being a PREVIEW button to preview a selected episode.

6. (Previously Presented) The method of claim 5 wherein previewing the episode includes displaying the preview in one of the display windows.

7. (Original) The method of claim 5 wherein displaying the actuatable buttons includes at least displaying a GO TO SHOW button to order the selected episode.

8. (Original) The method of claim 5 wherein displaying the actuatable buttons includes displaying an ADULT LOCK button to prevent ordering of the selected episode.

9. (Original) The method of claim 5 wherein displaying the actuatable buttons includes displaying a RATE IT button to rate the selected episode.

10. (Previously Presented) The method of claim 46 further comprising ordering a user-selected episode for viewing, and further displaying a control panel during viewing of the selected episode, the control panel having actuatable buttons for executing operations relating to the selected episode.

11. (Original) The method of claim 10 wherein displaying the control panel includes displaying a button to enter a chat related to the selected episode.

12. (Original) The method of claim 10 wherein displaying the control panel includes displaying a button to record the selected episode.

13. (Previously Presented) The method of claim 46 further comprising providing navigation capability through the listings guide which includes scrolling the episode descriptions into a fixed window to select the corresponding episode for on-demand viewing.

14. (Previously Presented) The method of claim 13 wherein the scrolling includes scrolling in a first direction to change the displayed episodic series and scrolling in a second direction to change a selected episode.

15. (Previously Presented) The method of claim 13 wherein the episode descriptions are scrolled into the window without any re-loading or refreshing.

16. (Previously Presented) The method of claim 46 wherein displaying the episode descriptions includes displaying the episode title adjoined to other episode information for ease of association.

17-38. (Canceled)

39. (Previously Presented) The method of claim 46 further comprising streaming a selected one of the episodes over a VOD channel for on-demand viewing from a cable television VOD server.

40. (Previously Presented) The method of claim 46 further comprising displaying a preview image for a highlighted one of the episode titles, the preview image providing at least one static image from at least one scene of the episode.

41. (Previously Presented) The method of claim 46 further comprising simultaneously displaying preview images for at least two of the displayed episode titles, each preview image providing at least one static image from at least one scene of the corresponding episode.

42. (Currently Amended) A non-transitory computer readable medium comprising executable instructions for executing an electronic programming guide (EPG) application, the computer readable medium including instructions to:

process episodic series information received from a television service provider over a television network used to carry television signals, the episodic series information listing a plurality of episodic series titles and a plurality of episode titles, each of the listed episode titles corresponding with an episode available on-demand for one of the episodic series titles;

display a user controllable interface that allows a user to browse through and select one of the episodic series titles in a display screen; and

automatically display in the display screen at least a plurality of episode titles for the user selected episodic series title, wherein the displayed episode titles are limited to the episode titles listed in the episodic series information; and

automatically display in the display screen textual and graphical indicia of additional episodic series related to the episodic series title selected by the user, wherein the additional episodic series include most viewed series.

43. (Currently Amended) The non-transitory computer-readable medium of claim 42 further including instructions to display the episode titles without requiring the user to identify the episode titles in advance of being displayed.

44. (Currently Amended) The non-transitory computer-readable medium of claim 42 further including instructions to display an episode synopsis for each displayed episode title.

45. (Currently Amended) The non-transitory computer-readable medium of claim 42 further including instructions to request configuration of a VOD channel used to provide on-demand viewing of a selected one of the episode titles.

46. (Currently Amended) A method of electronically displaying an on-demand listings guide, the method comprising:

providing a user controllable interface that allows a user to browse through and select one of a plurality of available episodic series titles;

displaying, in display windows, episode descriptions for a plurality of episodes available on-demand for the selected episodic series title, wherein the displayed episode descriptions each at least include a title and synopsis for the corresponding episode; and

displaying additional windows in a substantially small portion of the user controllable interface that include textual and graphical indicia of additional episodic series related to the episode descriptions displayed in the display windows, wherein the additional episodic series include favorite series.

47. (Previously Presented) The method of claim 46 further comprising limiting the displayed episode descriptions to episodes previously specified by a television service provider as being available for on-demand viewing.

48. (Canceled)

49. (Canceled)

50. (Canceled)

51. (Currently Amended) An apparatus comprising:

a processor; and
a memory configured to store computer readable instructions that, when executed by the processor, cause the processor to perform a method comprising:

processing episodic series information received from a television service provider over a television network used to carry television signals, the episodic series information listing a plurality of episodic series titles and a plurality of episode titles, each of the listed episode titles corresponding with an episode available on-demand for one of the episodic series titles;

displaying a user controllable interface that allows a user to browse through and select one of the episodic series titles in a display screen;

automatically displaying in the display screen at least a plurality of episode titles for the user selected episodic series title, wherein the displayed episode titles are limited to the episode titles listed in the episodic series information; and

automatically displaying in the display screen textual and graphical indicia of additional episodic series related to the episodic series title selected by the user, wherein the additional episodic series include most viewed series.

52. (Previously Presented) The apparatus of claim 51, wherein the processor further performs: displaying the episode titles without requiring the user to identify the episode titles in advance of being displayed.

53. (Previously Presented) The apparatus of claim 51, wherein the processor further performs: displaying an episode synopsis for each displayed episode title.

54. (Previously Presented) The apparatus of claim 51, wherein the processor further performs: requesting configuration of a VOD channel used to provide on-demand viewing of a selected one of the episode titles.